June 1, 1954
Date

RATE CARD FOR NATIONAL ADVERTISING FOR RADIO STATION WCSR

We certify that approximately ——— men students and 2300 women students live within our station's signal area.

The schedule of rates, discounts, and commissions governing the sale of our broadcast facilities to national advertisers is as follows:

(Place an "x" on proper line)	Station Coverage	1 hour	½ hour	¼ hour	10 min	5 min	1 min	20 secs
———	2501-plus	$30.00	18.00	12.00	9.00	6.00	3.00	2.10
x	2001-2500	26.50	16.00	10.75	7.95	5.25	2.70	1.90
———	1501-2000	23.50	14.00	9.50	7.00	4.50	2.35	1.65
———	1001-1500	20.00	12.00	8.00	6.00	4.00	2.00	1.40
———	501-1000	16.50	10.00	6.75	4.95	3.25	1.75	1.20
———	0-500	13.50	8.00	5.50	4.00	2.50	1.50	1.00
———		———	———	———	———	———	———	———

Frequency Discounts: 13 broadcasts, 5%; 26 broadcasts, 10%; 39 broadcasts, 12½%; 52 broadcasts, 15%; 104 broadcasts, 17½%; 130 broadcasts, 20%.

Group Discounts (add to frequency discount before computation): 5% for 35 stations; 10% for 50 stations; 15% for 75 stations. 2% extra applicable when all available women's colleges taken.

Special rates for one-minute spot announcements bought in groups of 390 or more on one station: 50% frequency discount, no group discount allowable.

Commissions: 15% to sponsor's advertising agency, 20% to College Radio Corporation (12.75% sales commission, 7.25% service fee.) Station receives 65% of net amount paid by advertiser.

Length of commercial copy (NARTB standards): 5-minute programs, 1:45 commercial minutes; 15-minute programs, 2:30 commercial minutes; 30-minute programs, 3 commercial minutes; 60-minute programs, 6 commercial minutes.

All programs and commercial copy subject to approval of station. All programs subject to cancellation to broadcast substitute programs in the public interest. 28-day cancellation notice on programs; 14-day cancellation notice on spot announcements.

Station (will) (~~will not~~) accept cigarette advertising.

Station (~~will~~) (will not) accept beer advertising.

Other products unacceptable for advertising are:_____

(Products listed as unacceptable above are so listed simply for guidance of the representative. All commercial copy is subject to approval of station.)

Radio Station WCSR

By Caroline Davis, Smith College
(signature and title) Station Manager

Rate Card Form
To accompany RCF-1